

Menswear in India

February 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Robust growth observed as men prioritise fashion and style
Aditya Birla Fashion & Retail maintains its lead within menswear
D2C entrants are intensifying the competition with unique offerings and a brand story

PROSPECTS AND OPPORTUNITIES

Premiumisation expected to drive growth in menswear in the forecast period
Sustainability will be a focus for menswear brands in the future
The casualisation trend will continue to shape menswear

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Apparel and Footwear in India - Industry Overview

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